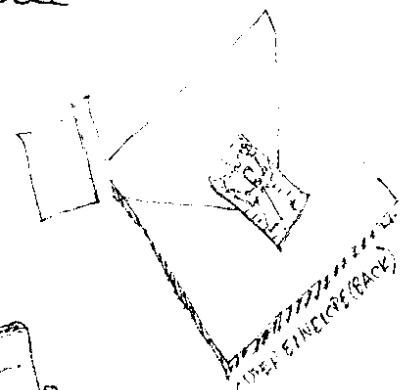
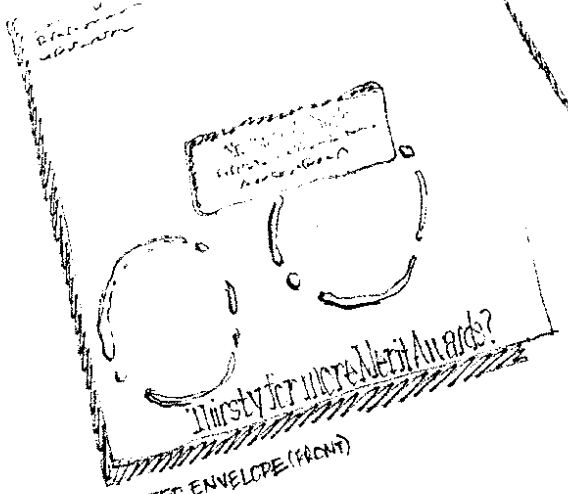
merit defensive
the coaster

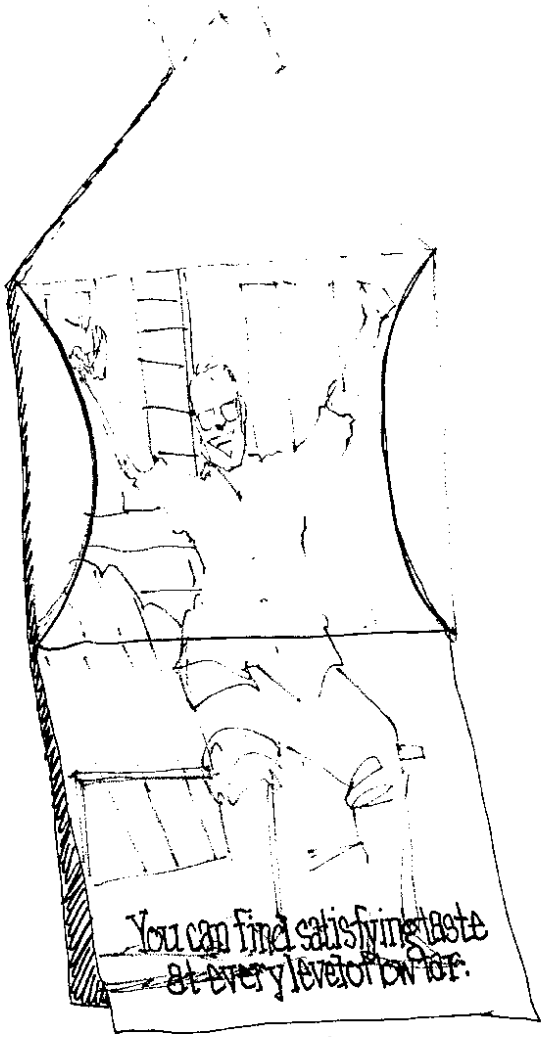
MAR 2 0 1995



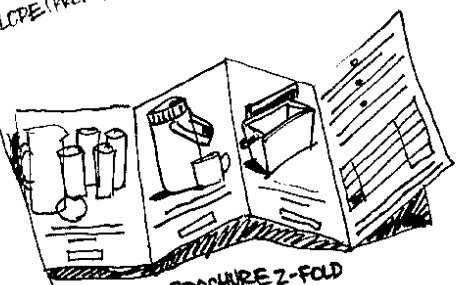
OUTER ENVELOPE (BACK)



OUTER ENVELOPE (FRONT)



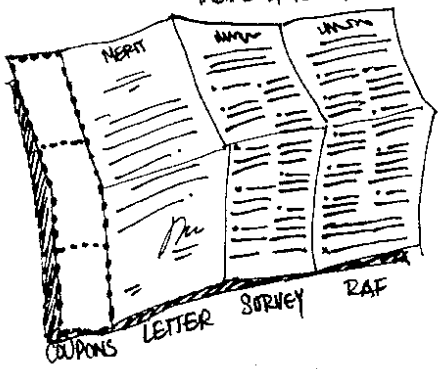
INSIDE ENVELOPE SPREAD



INSIDE BROCHURE Z-FOLD

BROCHURE COVER

FREE MERIT COASTERS INCLUDED IN MAILING



2071450359

Source: https://www.industrydocuments.ucsf.edu/docs/kmnm0004

Source: https://www.industrydocuments.ucsf.edu/docs/kmnm0004

MERIT OFFENSIVE
LOW TAR DOSSIER

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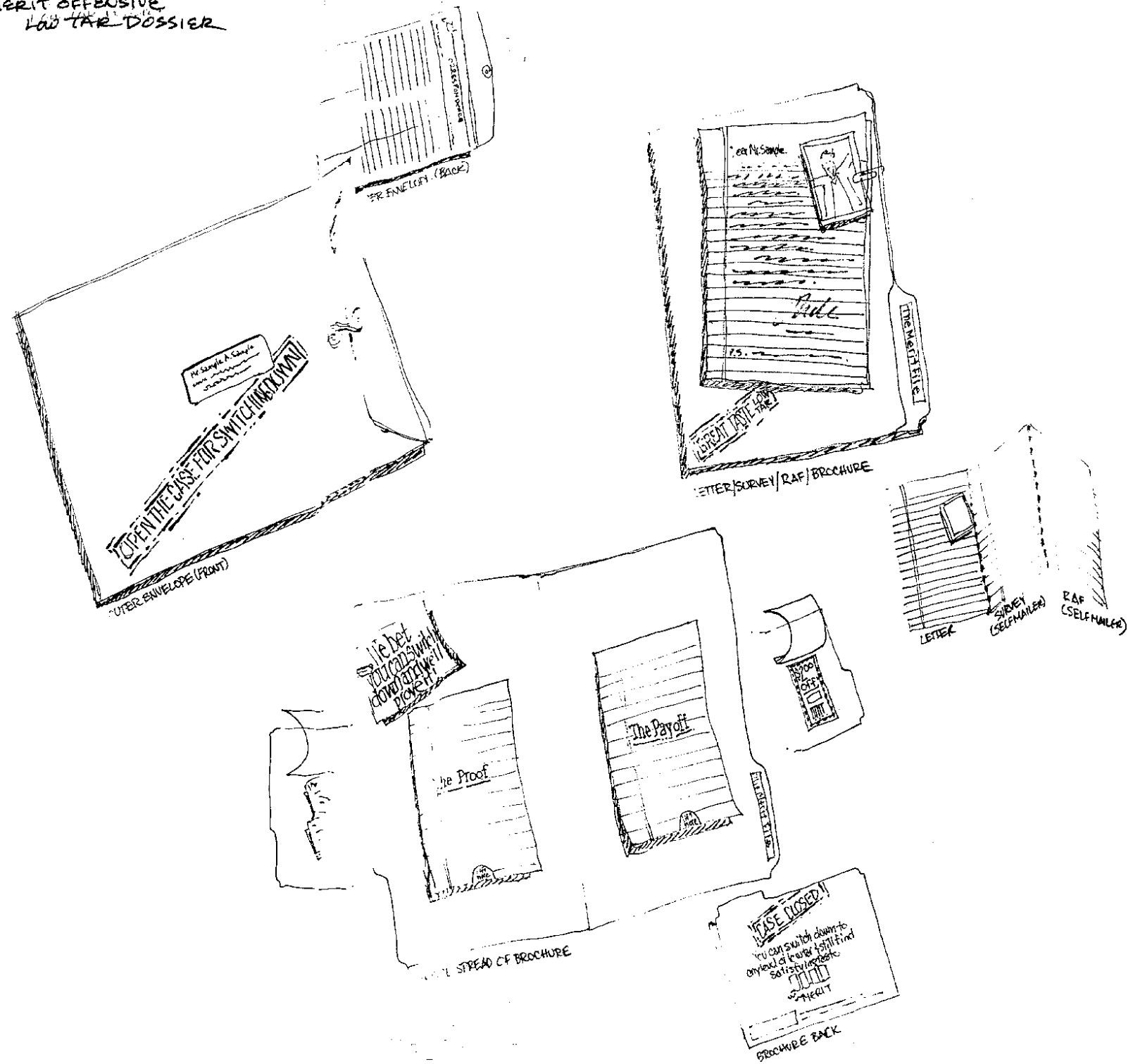

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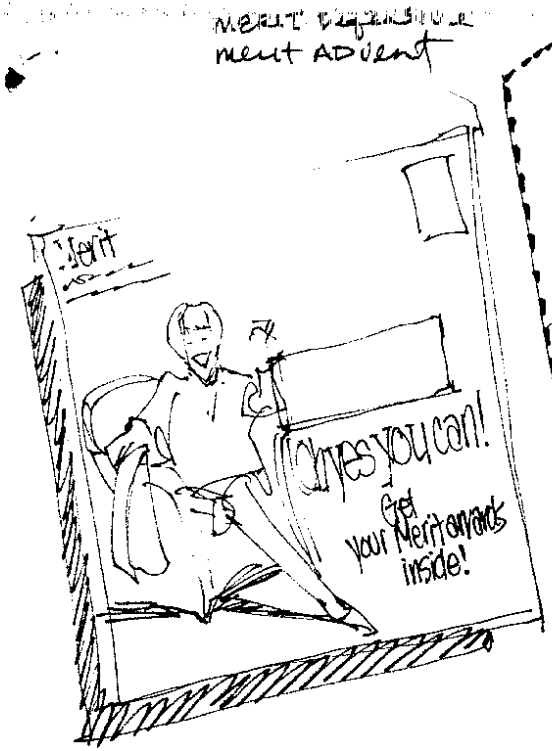
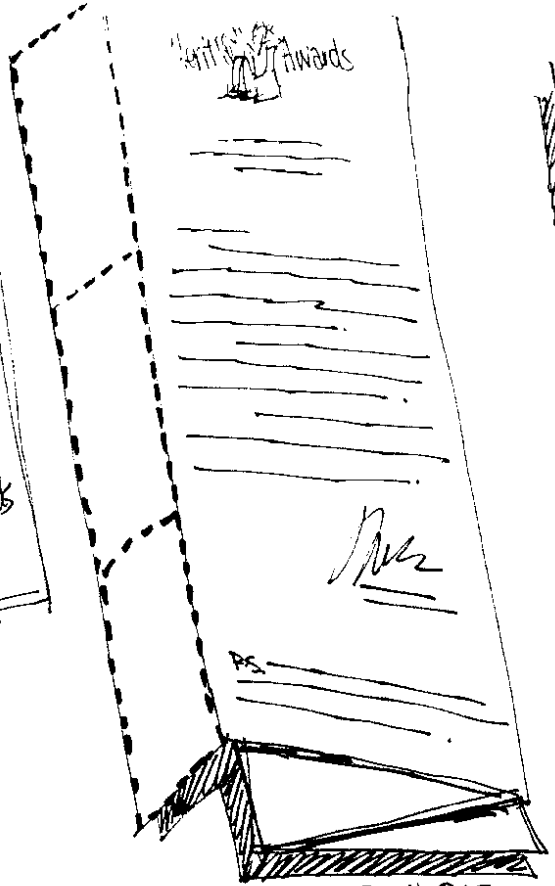
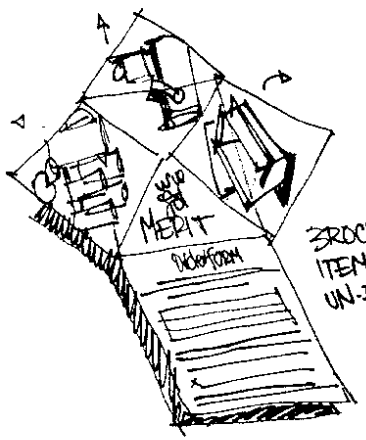


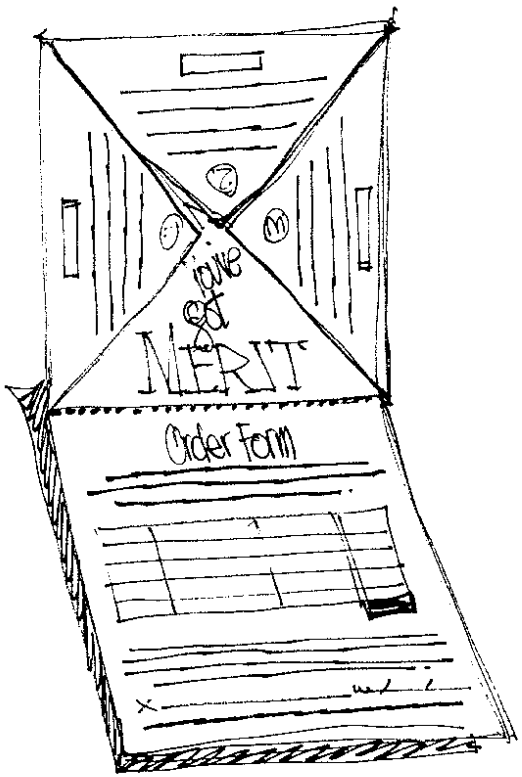


COUPONS LETTER SURVEY RAF

BROCHURE COVER



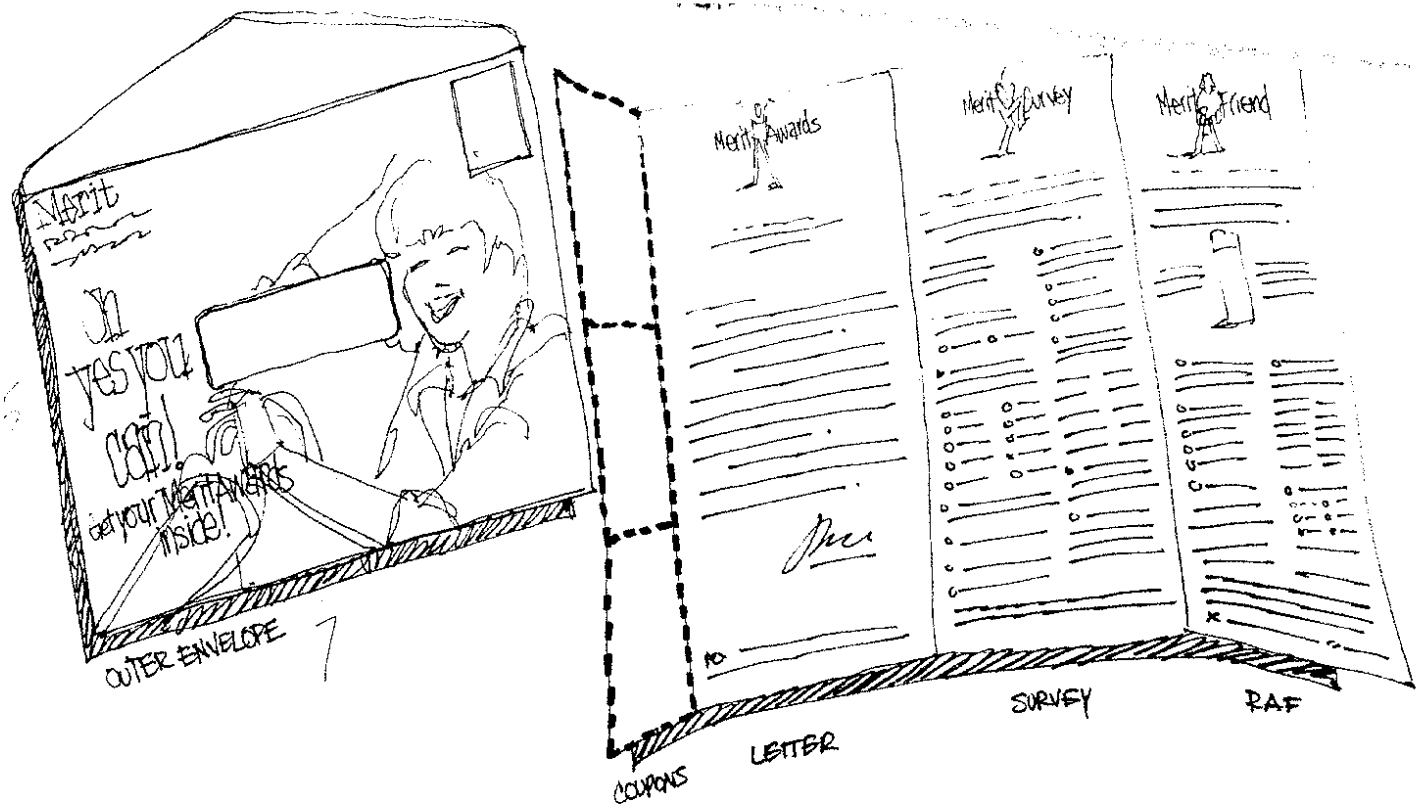
BROCHURE ITEMS UN-FOLDED

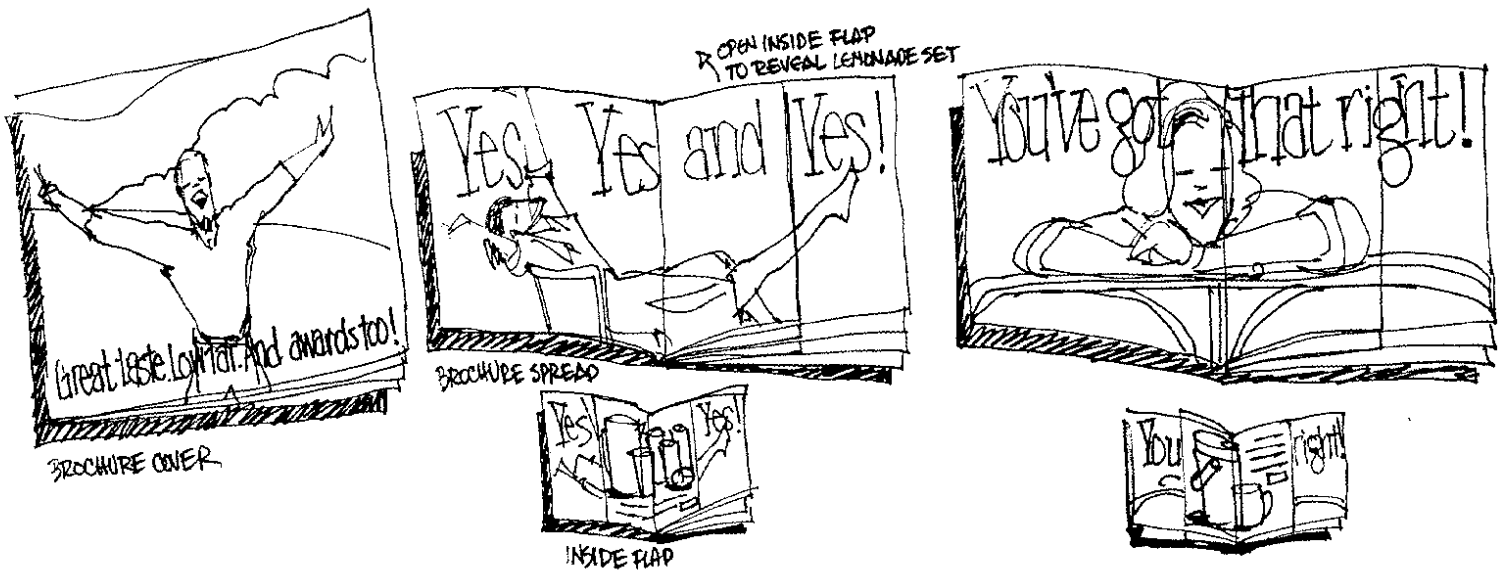


INSIDE BROCHURE

2071450361

Source: https://www.industrydocuments.ucsf.edu/docs/kmnm0004





MAR 2 0 1995

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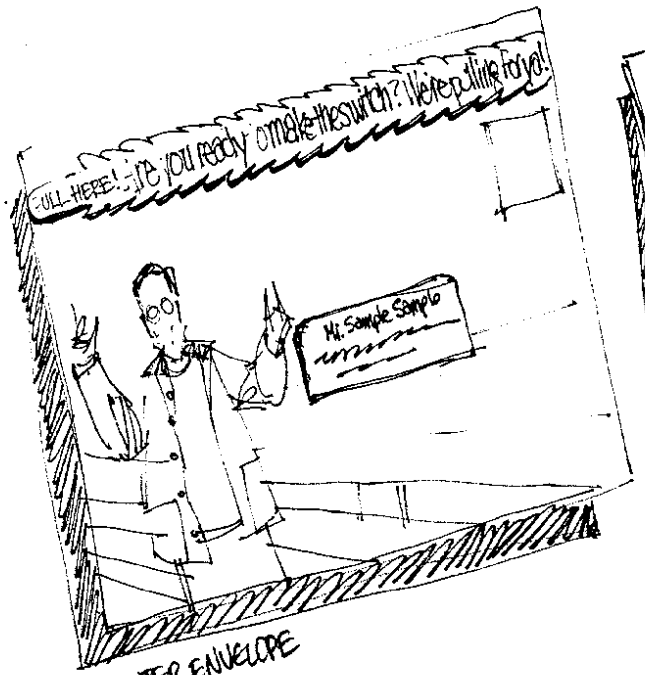
Source: https://www.industrydocuments.ucsf.edu/docs/kmnm0004

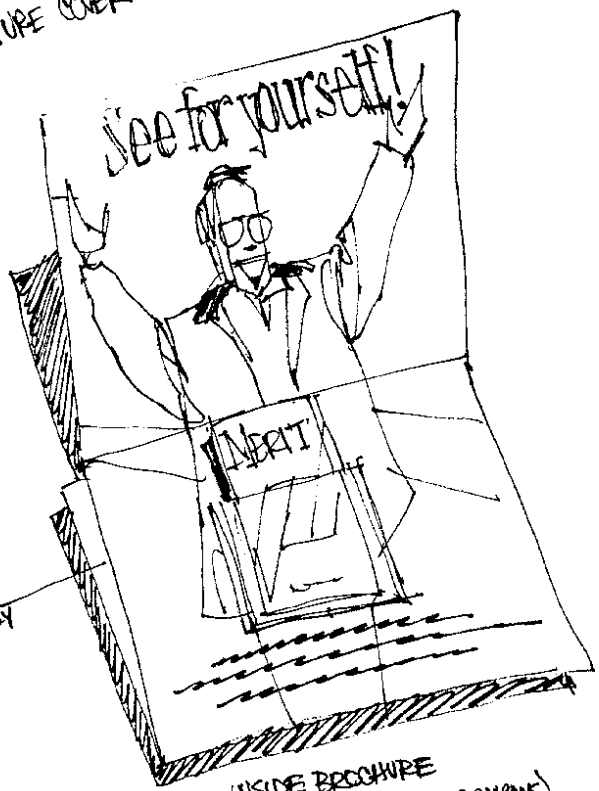
MERIT OFFENSIVE SEE FOR YOURSELF

MAR 20 1995



OUTER ENVELOPE

BROCHURE COVER



SURVEY

INSIDE BROCHURE
(SEE THROUGH POCKET FOR COUPONS)

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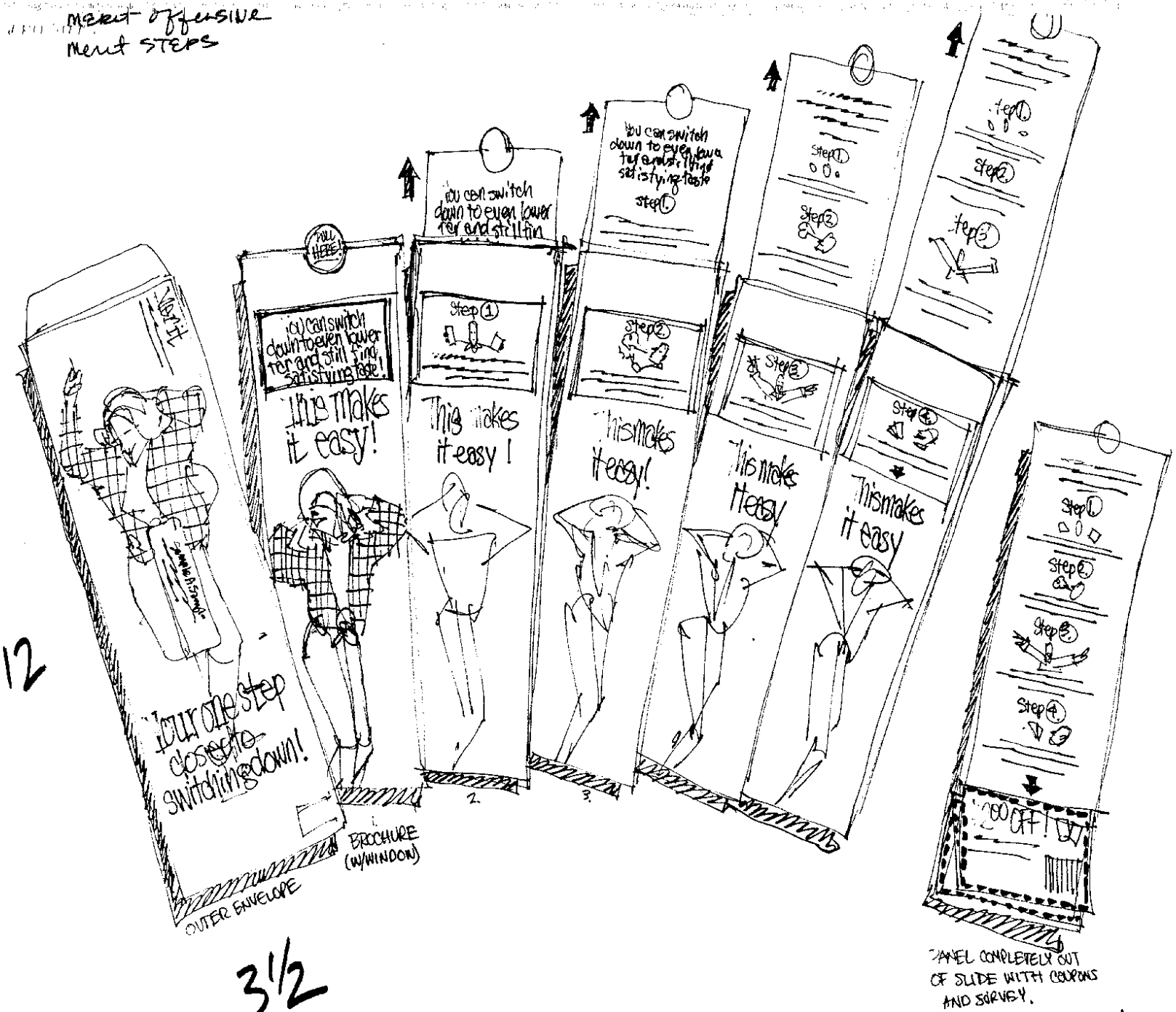
Source: https://www.industrydocuments.ucsf.edu/docs/kmnm0004

Merit offensive
Merit STEPS

MAR 2 0 1995


Merit
Your one step closer to switching down!
OUTER ENVELOPE
you can switch down to even lower tar and still fin satisfying taste!
This makes it easy!
BROCHURE (W/WINDOW)
Step 1
Step 2
Step 3
Step 4
$.00 OFF!
PANEL COMPLETELY OUT OF SLIDE WITH COUPONS AND SURVEY.

12

3 1/2

3 coupons + survey

2071450364

Source: https://www.industrydocuments.ucsf.edu/docs/kmnm0004